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**ABSTRÁCT** 

The purpose of this project was to collect data concerning the black magazine in order to assess whether or not there was sufficient material to merit further study of black publications. A pilot study revealed that the purely mass magazines act as forums for expression and appear to have the following recurrent themes: black awareness, survival, identity, liberation, black aesthetics, and pan-Africanism. The trend in black magazines appears to be from religious to general to nationalistic. It was concluded that black publications do merit further study. This document also contains a list of the titles, addresses, and editors of the black magazines included in the study. (LL)

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CENTEL FOR COMMUNICATION RESEARCH

School of Communication / The University on Fernas a. Austin / Austin, Texas

BLACK MAGAZINES: AN EXPLORATORY STUDY

Marvin Kimbrough

January 1973



Black Magazines: An Exploratory Study

by

Marvin Kimbrough

A project done under the supervision of DeWitt C: Reddick



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Black Magazines: An Exploratory Study

by

### Marvin Kimbrough

The purpose of this project is to collect data concerning the black magazine in order to assess whether or not there is sufficient material for further study. Three items are attempted: (1) a pilot study with a limited number of black magazines, (2) a compilation of names, addresses and editors of as many black magazines as possible and (3) a bibliography.

For this paper, a black magazine is defined as one whose audience is predominantly black and/or whose ownership is black. The terms Black, Afro-American and Negro will be used interchangeably.

A study of the literature in journalism and in black studies shows that there is no single source with a near complete listing of Negro magazines.



The need for such a study might be: (1) There are so many black studies programs throughout the country, such a study would provide a useful resource tool for such programs. (2) In the field of journalism, it would be useful for persons interested in pursuing black communication systems and for those who want a complete picture of magazine journalism in this country. (3)

The status and relevance of the black magazine are changing within the black community; hence, its history is important. Roland Wolseley in <a href="#">The Black Press</a>, <a href="#">U.S.A</a>. (Ames: The Iowa State University Press, 1971, 116) stated: "There is reason to say that the modern black magazine of general circulation is coming to symbolize the black press whereas in the past black journalism was dominated by the newspaper."

Background information was gathered from three sources:

(1) Literature on black journalism, (2) Lists which included traditional journalism sources, black resource data and literature, and U.S. Government information and (3) Other.

The author of this paper is beginning with literature on black journalism because the broader areas, that is, general texts only mention the title and sometimes the name of the editor of black journalism (See Mott and Emery in the General Bibliography).



(1) I. Garland Penn, The Afro-American Press
(Springfield, Mass.: Willey & Company, 1891, reprinted in 1969 by Arno and The New York Times) devoted a chapter to black magazines. This chapter, "Afro-American Magazines," 116-126, mentioned six magazines: The National Reformer, 1883, William Whipper, editor; The A.M.E. Church Review, 1884, a quarterly, organ of the General Conference of the A.M.E. Church at Baltimore, B.T. Tanner, editor; Our Women and Children, Louisville, Kentucky, 1888, William Simmons, editor; Howard's Negro American, 1889, Harrisburg, Pa., James Howard, proprietor; The Afro-American Budget, monthly, Evanston, Illinois, J.S. Woods, editor; and The Southland, 1890, monthly, Salisbury, North Carolina, J. C. Price, editor.

Frederick G. Detweiler, <u>The Negro Press in the United</u>

<u>States</u> (University of Chicago, 1922, reprinted by Mc Grath

Publishing Company, 1968) has no separate section on magazines

but devotes four pages, 126-129, to them in Chapter V, "What

Is in a Negro Paper?" In Chapter VII "Other Solutions on

the Race Problem," pages 165-171, are devoted to magazines.

In the former reference, 126-129, Detweiler stated that about 35 publications plus perhaps 82 school periodicals were in existence. School publications, he stated, should perhaps be included because such bulletins served the student and supplied information and inspiration to the entire consistuency (126).



He listed some periodicals by schools such as The Scithern Workman of Hampton and the Rural Messenger of Tuskegee.

He listed fraternal, church, music, literary and race propaganda magazines.

In the latter reference (165-171), Detweiler dealt briefly with New York magazines including the <u>Crusader</u>, <u>Challenge</u> and the <u>Triangle</u> for which he said: "All these magazines are intelligently and ably edited. They show interest in history, in the drama, in music and in poetry. A vein of radical and undefined protest runs through them all (66)." More space is devoted to Chandler Owen and A. Philip Randolph's <u>The Messenger</u> than to the other periodicals. Detweiler noted its program, content, method of distribution and contributors.

A recent publication, Roland Edgar Wolseley's <u>The Black Press</u>, <u>U.S.A.</u> (Ames, Iowa: The Iowa State University Press, 1971) contains two chapters on black magazines:

VII, "The Black Magazine--The Frontrunners," 116-134 and VIII, "The Black Magazines--Specialist," 135-162.

The former reference (116-134) deals with what Wolseley calls the "Frontrunners." These are the magazines which are consumer-aimed, have large circulations, more advertising revenue and volume and a broader influence than the others. They include three companies: the Johnson Publishing Company, Tuesday Publications, Inc., both in Chicago and Good Publishing Company of Fort Worth, Texas.



The latter is owned by a white man, George Levitan.

Historical data, circulation figures, etc. are given

for the magazines published by the three companies.

Wolseley also includes Soul Fablications and the women's

magazines, Essence and Our Lady as members of this category.

The latter reference (135-162) treats magazines which are scholarly, political, literary, and organs of organizations and business publications. He includes: Crisis, Phylon,

Journal of Negro History, Black Scholar, Black Theatre, Black

Sports, Journal of Black Poetry. Data similar to that given the "Frontrunners" including history, circulation, and objectives are included.

- (2) Lists. Three types of lists were consulted for data: (a) traditional tools for journalism: N.W. Ayer and Son's <u>Directory of Newspapers and Periodicals</u> and <u>Writer's Market</u>, (b) black resources: <u>The Negro Almanac</u>, <u>The Negro Handbook</u>, <u>Black World</u>, and the <u>Directory of Afro-American Resources</u> and (c) U.S. Census Reports.
- (a) Five issues of N.W. Ayer and Son's <u>Directory</u>
  of <u>Newspapers and Periodicals</u>, West Washington Square,
  Philadelphia, Pennsylvania, 1966, 1967, 1968, 1970 and
  1971 were examined. Publications are indexed as "Negro
  Publications." The listing contains data on city, state,
  and frequency of publication. The data show little change
  in the number of periodicals. For example, 1966 showed
  155 papers; 167, 145; 1968, 151; 1970, 158 and 1971, 163.



Items are not indexed according to newspaper or magazine.

- K. Polking and Natalie Hagen (eds.), <u>Writers' Market</u>, Cincinnati: <u>Writer's Digest</u>, 1967, 1968, 1970 and 1971 listed an average of 12 Negro magazines, per year's edition. Each volume lists <u>Ebony</u>, <u>Negro Digest</u>, <u>Bronze Thrills</u>, <u>Negro History Bulletin</u>, <u>Jet and Sepia</u>. The data included name, address, editor, cost per copy and something about the content of the magazine. It included the type of material accepted from writers, payment, reporting time, and types of rights purchased.
- (b) Harry A. Ploshi and Roscoe, C. Brown, Jr.'s

  The Negro Almanac (New York: Bellwether Publishing Company,
  Inc., 1967, 835-844) listed separately, newspapers, religious
  publications, collegiate publications and commercial magazines
  and journals. Name, address, city and state, circulation
  and type, and open ad rates are given. Arrangement is in
  alphabetical order by city and state. The breakdown is
  useful, yet, it is difficult to distinguish some periodicals
  from newspapers. It is also noted that Bellwether acknowledges
  assistance from the Ayer and Son's Directory.

The Editors of Ebony's <u>The Negro Handbook</u> (Chicago: Johnson Publishing Company, Inc., 1966, 383-386) listed

156 magazines and newspapers based on Ayer and Son's <u>Directory</u>.



Although not a list in the sense of the above items, <u>Black World</u>, a monthly (Chicago: Johnson Publishing Company), contains a regular feature, "Perspectives," which has information on books, writers, artists and arts.

Examination of the following issues, July 1971, August 1971, September 1971 and December 1971, showed an average of five new magazines per month. Addresses, editors, purpose of magazine, subscription costs are usually noted.

Walter Schartz (ed.), <u>Directory of Afro-American Resources</u>
(New York: R.R. Bowker Co., 1970) provides a valuable source.

A sample entry is:

Howard University, Bureau of Education Research, Washington, D.C. 20001. Tel. 202 387-6100. Walter G. Daniel, Editor-in-chief.



Publ.: <u>Journal of Negro Education</u>, quarterly.

.1 Bireau of Educational Research.
Files 1932- Includes complete run of the Journal of Negro Education; correspondence about, and ms copies of articles run in the Journal. (p. 39)

However, all entries are not as easy to find as the above example. The <u>Directory</u> deals with many organizations, personalities, personal papers and various types of collections. Because there is no index, sifting through a huge amount of material is necessary. This, however, is valuable because often copies of magazines are noted in papers and other collections.



(~)

(c) Three issues of the Bureau of the Census,
U.S. Department of Commerce's "Negro Newspapers and
Periodicals in the United States" were examined. These
were issues for 1939, 1943 and 1945.

The 1939 report, issued in April 1940, listed 140 Negro magazines and bulletins. The list was according to state. Type of magazine, address and frequency of printing were also noted. A chart gave statistical data on circulation for the 1938 and 1939 period. Categories were suggested which included advertising, business and trade, collegiate, educational, fraternal, general, health, medical and scientific; pictorial and theatrical, religious and miscellaneous.

The 1943 report, issued August 1944, listed 105
periodicals. It noted that the twenty-seven religious
periodicals accounted for practically 90% of the average
net circulation per issue for all magazines and bulletins
reporting that item.

The 1945 report, issued August 1946, listed 100 periodicals, 24 of which were established during the war years 1942 and 1945. The highest number of publications printed during that period were general in scope. The report noted that more than one-third of the circulation was for general magazines, the next highest proportion for the religious magazines.



3. It may be noted that <u>Time</u>'s special issue "Black America 1970," (April 6, 1970, 89) stated:

"Plack journalists who prefer to work for black-managed or black oriented publications find the choice severely limited." Time then lists only the Johnson publications, Ebony, Jet and Negro Digest. It is, perhaps, true that the average white layman is famil with only these publications. It is perhaps for this reason that Dick Gregory used Jet in one of his presentations:

know we finally got the papers downtown to stop using the word "Negro" over and over again whenever they report a crime. But they've got ways of getting around that now. They let you know it was Negroes who did the job anyway. Like in this report of a supermarket robbery last week; they said the safe with \$10,000 in it was opened but the money was untouched. The only thing that was missing was forty pounds of chit'lins and one six-pack of Pepsi-Cola. And a witness said she saw two men leave who had kerchiefs over their faces and around the tops of their heads, too. The fuzz (cops) found a copy of Jet with Moms Mably on the cover at the scene of the crime. Now you'd rever guess who pulled off that job, would you?

--Charles Peil, <u>Urban Blues</u>, Chicago, University of Chicago Press, 1969, 182-83.

#### I. Pilot Study

During the fall of 1971, questionnaires were sent to 160 magazine copy of the questionnaire is in the appendix: The iling list is on page 24. Thirty-nine (indicated with A) completed and returned the questionnaire; 97 (B) did not respond to the questionnaire; 18(C) were returned because publication had moved and left no forwarding address; 3 (D) were out of print; 4 (F) were not applicable because they were not magazines. That is, they were newspapers or letters, or, they were a one-shot publication which was not continued.

#### Discussion

The following section will discuss briefly the results of the questionnaire. Each question will be handled separately. One calculation, that of size of the magazines, was not based on the questionnaire but was done with available magazines. A final section will give concluding remarks.

Question 1. Name of Magazine.

With the exception of the priodicals connected with an institution or an organization such as the Ivy Leaf of Alpha Kappa Alpha Sorority or the Morehouse College Bulletin, many magazines tend to reflect the black experience. The word "Black" is used in 12 titles or subtitles: World, Watu with subtitle "Black Literary Journal," Black Theatre, Black Comm .. icator, The Black Collegian, Black Sports Magazine, Black Writers' News, Focus in Black, The Black Politican, Black News Digest. Three magazines used "Negro" in their titles: Negro American Literature Forum, Journal of Negro History and Journal of Negro Education. One used "Afro-American": Afro-American Story; one "ebony": Ebony and one "African": African Opinion. One used "cocoa": Beau-Cocoa. It is noted that Black World was once called Negro Digest; The Divine Messenger was Colored Missions and St. Augustine's Colored Catholic Messenger; and Afro-American Story was Negro Story.

Three titles used African words: Watu, Watoto Wazuri and Nommo. Other words, often used in connection with the black experience but not exclusively with it are "soul" as seen in two titles: Soul Illustrated and Body and Soul; "freedom" in one, Freedomways, "liberate" as in Liberator and "equal opportunity," by the magazine of the same name. General words include New Lady, Essence and Etcetera.



### Questión 2. Present Circulation.

Question 3. Year of founding.

Question 4. How often published.

It is noted that the largest number eight, had a circulation of 0-1,000. Seven had 1,001-5,000, five had 5,001-10,000. However, two had circulations of over 1,000,000; three over 100,000 and two between 95,001 and 100,000. (see page 72 for further data).

There were nine magazines which reported that their publications were founded in 1970; 14 between the period 1960 and 1969; 3 between 1950 and 1959; 6 between 1940 and 1949; 1 between 1880 and 1889. None were reported between 1920-29; 1900-1909 and 1890-1899. (see page 75).

of those publications completing the questionnaire, 11 are quarterly publications, ten are monthly, five bi-monthly, three semi-annually, two annually and two weekly.

There seems to be an irregularity for some publications.

One publication reported "Quarterly, if possible." New

Lady marked the item "monthly" but made a footnote that

it was published when finances made publication possible.

The magazine was founded in 1967; but only one issue was

published that year. In 1968, there were two issues; then

from September 1969 to 1970 consecutive issues were published

with the aid of Ford Foundation. Two issues were published in

1970 and two in 1971. (see page 74 for further data.)

Question 5. Brief note about the nature of your readers.

The following categories listed were: (1) race,

(2) specific disciplines or interest roups, (3) socioeconomic status, (4) age, (5) sex, and (6) audience.

(1) Under this category where race was noted by the publication, a further division can be noted. That is, some periodicals mentioned black and white readers and others noted black or non-white readers.

Afro-American Story noted that their stories were written by blacks and whites. Etcetera noted that appeal was to blacks and whites. However, this periodical sell; best in suburban areas and black masses do not seem to be reading it. Ebony in "Profile of Ebony Magazine," noted 92.7% non-white and 7.3% white.

The word "black" was noted by 13 magazines in describing the nature of the readers.

(2) <u>Beau-Cocoa</u> noted that its readers are mostly other poets. Readers of <u>Black Writers' News</u> are writers and other persors interested in the arts and in communication.



in Black Literature, Freedomways, Delta and Delta Newsletter, The Black Collegiate, Journal of Negro History,
Black Theatre, Negro American Literature, Liberator,
Drama Review. Magazines serving as organs of organizations such as Delta Newsletter, Ivy Leaf and CLA Journal serve their respective memberships. The Journal of Religion serves theologians, religious leaders and philosophers.
However, another magazine, religious in content, Divine word Messenger stated that its readership was nation-wide with concentration in the north.

- Soul noted that their readers were middle class. Ebony, in "Profile" noted that 60% of their readers graduated from high school and college, their median incomes are \$8,594 or \$8,600.00 annually, 58.4% are home owners and 69.1% own cars. New Lady stated that the magazine's audience cuts across age and economic separation as the black population holds in common its new emphasis on black awareness.
- (4) Age. Only five magazines noted an age group.

  They were: Watoto Wazuri, children 8-12; Essence, 18-34;

  Soul Illustrated, 18-35; and Focus in Black, 20-40.

  Ebony in "Profile" noted the median age of male readers as

  33.2 and females, 29.2 (10 years and over).



- oriented toward women or women's organizations noted sex. That is, sorority organizations such as the <u>Ivy</u>

  Leaf, Alpha Kappa Alpha sorority and <u>Delta</u> and <u>Delta</u>

  Newsletter of Delta Sigma Theta sorority noted such.

  Essence and New Lady noted female readers. However,

  New Lady noted that there is considerable comment and support from men for their magazine. <u>Ebony</u>, in "Profile," noted 46.2% male readers and 53.8% women readers.
- (6) Mass audience with interest in blacks. This group cuts across several areas. Black Communicator is read by media, corporations, government and others interested in minorities and communities. Black News Digest is read by groups and individuals interested in black American involvement. The Black Politican is read by congressmen, state and local governmental offices and the grassroots communities and schools.

  Question 6. What would you consider to be the purpose of the publication?

Note that many of the observations might seem to be responses to the preceding question. That is, number five. However, responses are repeated here because they were given as responses for the question numbered six.



The magazines propose to serve two types of audiences: (1) specific and (2) general. That is, specific magazines serve as vehicles for the expression of greek letter organizations, alumni groups and professional groups. Others serve the public at large. Delta and Delta Newsletter, the organ of Delta Sigma Theta, and <u>Ivy</u> <u>Leaf</u>, the organ of Alpha Kappa Alpha Sorority, serve their respective organizations. University Bulletin and Morehouse Alumni serve their respective alumni groups to inform them of campus activities, recognition and other data about the alumni. The Black Writers' News and CLA Journal serve their memberships, the Black Writers' Conference and the College Language Association. However, the CLA does publish scholarly work by non-members.

The remaining magazines serve the general public. However, within this group, certain magazines are of interest to certain sex, age or interest groups. For example, Child Play and Watoto Wazuri are of interest to children. Note that no questionnaire was sent to Child Play; but its editor, Alice Browning, who edits or has edited Black Writers' Conference, Travel News, Afro-American Story (formerly Negro Story) and Zip Magazine, noted when answering the questionnaire for Travel News that her magazine Child Play published the works of young children.



New Lady and Essence, as noted in question five, are of interest to women. Travel News is of interest to travelers. Black Enterprise is of interest to business men and women.

Another group relates what is happening within certain disciplines which affects Negroes. For example, <u>Black News</u>

<u>Digest</u>, a Department of Labor publication, informs the reader of Labor Department policies that concern black people. <u>Black Communicator</u> transmits relevant information concerning what is happening in TV, CATV and videotape.

Another group relates to scholars and scholarship.

This group includes: <u>Journal of Negro History</u>, <u>Journal of Negro Education</u>, <u>Negro American Literature Forum</u>, <u>CLA</u>, <u>Studies in Black Literature</u>, <u>Phylon</u>, <u>Freedomways</u>, <u>Journal of Religious Thought</u> and the special issue of <u>Drama Review</u>.

The purely mass magazines appear to have re-current themes such as (1) black awareness, survival, identity, liberation, black aesthetics and pan-Africianism, and (2) a forum for expression. The need for such a forum is (a) there has been neglect in the white media, (b) a general need for black expression, (3) training in writing and editing, and (4) entertainment.



Those which stress (1) black survival, awareness, etc., include: <u>Body and Soul</u>, <u>Essence</u>, <u>Focus in Black</u>, <u>Beau-Cocoa</u>, <u>Nommo</u>, <u>Ebony</u>, <u>Black Theatre</u>, <u>The Black</u> Politican.

Opinion, whose purpose is to keep all Africans abreast with the affairs of each other, at home in Africa, those domiciled in America, Carribean, South and Central America. Also with the purpose of pan-Africanism are Freedomways, Black World and the Journal of Negro History. The Journal of Negro History aims "to treat definitively the history and culture of the black man both here and throughout the world."

(3) Provide a forum. Liberator, Freedomways and Black World serve as a platform or forum for expression.

Etcetera informs the reader of facts not usually reported in the current media. Black Sports Magazine proposed to present sports from a black point of view. Soul Illustrated proposed to elaborate on the black point of view. Watoto Wazuri, a periodical for children, proposed "to fill a void in publication." Index to Selected Periodicals proposed to supply an index for magazines that are not indexed elsewhere.



- (4) Several magazines propose to provide a training for blacks interested in writing and a market for their works. Black Writers' News and Afro-American Story serve to "inspire writers and provide a market to writers."

  Preedomways "provides a medium of expression for serious and talented writers—for those with established reputations, as well as beginners seeking a ready audience for the first time." Watu provides experience in the editing and publication of a magazine for students at Cornell.
- (5) Entertainment is one of the purposes of <u>The Black Collegiate</u>, <u>Beau-Cocoa</u> and <u>Ebony</u>.

  Question 6. Method of Printing.

Of the returned questionnaires, 22 used offset, 11 used letterpress, 1 offset and letterpress, 1 offset and mimeograph. None used rotogravure or mimeograph alone. Five failed to respond.

Question 7. Method of circulation. (see p. 75).

Magazine size (see p. 76).

#### II. List of Magazines

The following lists are included in this paper:

List no. 1, p.-24, gives a mailing list of 160 magazines;

list no. 2, p. 32, gives names and addresses of black magazines not sent questionnaires. List no. 3, p. 43, gives 37 names



7

of majazines found in the literature but without addresses, place of publication, publication status and list no. 4, p.44, lists 26 magazines known to be out-of-print according to the literature or so marked on return of the questionnaire. A total of 421 names of magazines are included in this study.

#### III. Bibliography

The bibliography has two sections: Section A treats individual magazines and their specific references as found in the literature. Section B deals with sources of data on black magazines in general.



#### Conclusion

This section contains general impressions. The items might or might not be worth exploring later. However, because this report is exploratory, this section will simply take the reader along with the author's thinking. Hence, the view is subjective.

1. First, it is the impression of the author
that there is enough material to explore further, despite
Wolseley's (1971, 10) comment on the ephemeral characteristic
of some magazines. Wolseley made the following comment
concerning his experience in his research on the black
press:

Today...the black press is changing in number so rapidly that figures on how many publications exist are incorrect the day they are published... some are born and die without ever getting into anybody's listing.

- 2. Considering the <u>Census</u> report, the Wolseley study and this pilot study, the trend in black magazines seems to be from religious to general to nationalistic.
- 3. If expanding this study, the author might want to re-defining or re-categorizing terms such as black magazines. Items contributing to this trend of thought include the following facts:



- (a) National Reformer had a black editor but was owned by whites. Contemporary magazines such as Divine Word

  Messenger and the Good Publications are also owned by whites. (b) Black News Digest, a U.S. Government publication is not considered a magazine yet the format looks very similar to publications which call themselves magazines. Wolseley noted that many of the tlack magazines had the formats of newspapers and many of the newspapers had formats similar to magazines. (c) Black News stated that Essence, which according to the publicity is a black magazine, is actually owned by whites.
- 4. It is noted that editors of 97 publications did not respond to the questionnaire. Because the nature of the magazines seems to be moving toward nationalism, the author wonders if, for example, stationery from a black institution rather than The University of Texas would have brought better results. That is, because studies show that most of the research on the black press has been done by whites, few blacks are in journalism and few blacks attend The University of Texas.
- 5. There seems to be a lot of confusion on answering the question on "method of circulation." That is, the 1, 2, 3 requested was answered by a few. Perhaps this question should be re-worded for future surveys to secure better results.



6. If future surveys, it should be useful to determine something specific about the readership, as studies seem to indicate that the readership for black periodical and newspapers is usually about three of four times that of the circulation figures. Traditionally, black newspapers and magazines have been taken to churches, barbershops, etc. for further re-distribution. Ebony, for example, in "Profile of Ebony Magazine," stated total circulation of 1,250,000 and total readership of five million (four readers per copy).

\*\*\*\*\*

APPENDIX



# · II. List of Magazines

List no. 1

## Key:

C = Questionnaire returned had moved and left no i  D = Magazine is out-of-prin  E = Questionnaire returned	er ar to s forwa nt beca	nd return the questionnaire. sender because publication	eic.
African Heritage 79 Wall Street New York, New York	В	Atlanta University Bulletin Atlanta, Ga.	<b>A</b> .
African Opinion 8 West 117th. Street New York, New York	A	Ball and Chain Review P.O.Box 6337 Albany, California 94706	С
African Progress 172 Madison Avenue New York, New York 10016	В	Bandung-It Box 51 University Station Syracuse, New York	В
Afro Magazine Information Press Service Key Colony Beach, Fla. 33051	<b>B</b>	Baptist Leader 1621 Fourth Avenue, N. Birmingham, Alabama	В
Afro-American Story 4019 S. Vincennes Ave. Chicago, Ill. 60653	Α	Beau-Cocoa Box 409 New York, New York 10035	Α
A.M.E. Church Review 5828 Race Street Philadelphia, Pa.	D	Bibliographic Survey: The Negro 117 R. Street, N.E. Washington, D.C. 20002	В
American Woodmen Bulletin 2130 Downing Street Denver, Colorado	В	Black Academy Review 135 University Avenue Buffalc, New York 14214	В
A.M.E. Zion Quarterly Review 326 Ellison Street Paterson, New Jersey	В	Black Americans 235 East 45th. Street New York, New York	F



Black Ascention Black Affairs Department of Cuyahoga Community College 2900 Community Avenue Cleveland, Ohio 44115	В	Black is Beautiful 67 West 44th. Street New York, New York 10036	В
Blackbird Fly 356 Summer Avenue Brooklyn, N.Y. 11221 Editors: Bernard Pearson and Will Halsey	В	Black Law Journal 3107 Campbell Hall Los Angeles, California 90024	В
Black Caucas 72 West 126th. Street New York, New York 10030 Editor: Bob Hamilton	С	Black Lines, a Journal of Black Studies P.O. Box 7195 Pittsburgh, Pa. 15213	В
Black Communicator Suite 405 1730 M. Street N.W. Washington, D.C. 20036	<b>A</b> .	Black Magic Juju Black Health Workers Alliand Box 1004 New York, New York 10027	B e
Black Creation Room 778 Washington Square Campus of N.Y.U. New York, New York	В	Black Music Review 50 Ann Street West Pittston, Pa. 18643	В
Black Dialogue 642 Laguna Street San Francisco, California 94102	В	Black News Digest A A/A Office of Information U.S. Department of Labor Washington, D.C. 20210	F
Black Dialogue Box 1019 New York, New York 10027	С	Black Stars 1820 S. Michigan Avenue Chicago, Ill. 60616	В
Black Enterprise 295 Madison Avenue New York, New York	A	Black News 10 Claver Place Brooklyn, New York 11238	В
Black Experience Southern University and A. and M. College Baton Rouge, La.	A	Black Politican The Center on Urban and Minority Affairs 955 S. Western Avenue Suite 209	A
Black Expressions 7512 South Cottage Grove Chicago, Ill. 60619	В	Los Angeles, California 90006	





Bronze Thrills
1220 Harding Street
Fort Worth, Texas

Editor: Edna K. Turner

В

Westport, Conn.

Editor: A.P. Matthews

06880

Deep Down in My Soul Theatre of Afro-Arts Box 94 Northwest Branch Miami, Fla.	В	Focus in Black Box 5877  Grand Central Station New York, New York 10017 Editor: Eugene Paul	A
Ebony 1820 S. Michigan Ave. Chicago, Il <sup>1</sup> . 60616	A	Forum Afro-American Teachers Association 1064 Fulton Street	В
Echoes From The Gumbo Box 51536	В	Brooklyn, New York	
New Orleans, La. 70150		<u>Freedomways</u> 799 Broadway	A
Elegant 360 Lexington Avenue New York, New York	С	New York, New York 10003 Editor: John Henrik Clarke	
Elegant Magazine 8212 South Western Avenue Los Angeles, California	С	Habari Barua 1115 Fulton Street Brooklyn, New York Editor: Jim Dyson	В
Epic 8114 Puritan Detroit, Michigan	В	Hampton Script Hampton Institute Hampton, Va.	В
Equal Opportunity Centerport, New York 11721	Α	Hep 1220 Harding Street Fort Worth, Texas 76102	В
Escence 102 East 30th. Street Brooklyn, New York 10016	A	Alabama State College	В
Etcetera 269 Utica Avenue Brooklyn, New York 11213	A	Howard University Bulletin Office of Public Relations Howard University Washington, D.C.	В
"Feet" Maganews MODE (Modern Organization for Dance Envolvement) Box 2848 New York, New York 10001	В	Ideology in Black 10359 S. Indiana Avenue Chicago, Illinois	В
Fine Brown Frame 624 South Michigan Ave. Suite 808 Chicago, Ill. 60605	С	Imani 566 La Guardia Plaza Box 27 New York, New York Editor: Kujaatele Kwele	В



Index to Selected Periodicals Hallie Q. Brown Library Central State College Wilberforce, Ohio	A	Mazungumzo B African Studies Center Michigan State University East Lansing, Michigan	
<pre>Ivy Leaf 5211 South Greenwood Chicago, Ill .</pre>	A	Miss Black America B 245 Chelten Avenue Philadelphia Fa. 19144	
Jet 1820 S. Michigan Avenue Chicago, Ill. Editor: John Johnson	В	NAMD Emphasis C National Association of Market Developers Box 2826 Washington, D.C. 20013	
Jive Box 2255 Fort Worth, Texas 76102	В	National Scene Supplement 507 Fifth Avenue	
Journal of Black Poetry 1308 Masonic Ave No. 4 San Francisco, California	́В -	New York, New York Editor: L.H. Stanton	
94117 Ed <sub>1</sub> tor: Joe Goncalves		Negro American Literature Forum A School of Education	
Journal of Human Relations Central State College Wilberforce, Ohio	В	Indiana State University Terre Haute, Indiana 47809	
Journal of the National Medical Association 30 Rockefeller Plaza New York, New York	С	Negro Digest (now Black Morld) A 1820 S. Michigan Avenue Chicago, Illinois 60616 Editor: Hoyt W. Fuller	
Journal of Negro History 1538 Ninth St. N.W Washington, D.C. 20001	Α	Negro Educational Review F Florida Memorial College 15800 N.W. 42nd. Ave	3
Journal of Religious Thought The School of Religion	A	Miami, Fla 33054  Negro History Bulletin B	
Howard University Washington, D.C.	_	1538 Ninth Street N.W. Washington, D.C. 20001	
Kappa Alpha Psi Journal 1520 North 17th. Street Philadelphia, Pa.	С	Editor: Charles Wesley  Negro Story (now Afro-	
Liberator 244 East 46th. Street New York, New York 10017	A	American Story) A 4019 Vincennes Avenue Chicago, Illinois	
Editor: Daniel Watts		Nkombo B Box 51826	
Link Magazine 243 West 125th. Street New York, New York	С	New Orleans, La. 70150	



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Rennaissance II New Lady 1335 A. Street В Α 84 Yale Station New Haven, Conn. 06520 Hawyard, California Revolt <u>Newslette</u> C В Nat Turner Theatre St. Paul Urban League Box 52218 401 Selby Avenue New Orleans, La. 70150 St. Paul, Minnesota 55101 В OBAC Writers Workshop A Journal of Critical and Creative Expression 3606 S. Michigan Avenue Box 579 Chicago, Illinois 60653 Texas Southern University Houston, Texas On the Ball Magazine C 754 East 169th. Street Roots in Revolt Bronx, New York Black Community Research and Communications Opportunity, Journal of Negro Life Project C 1138 Broadway San Francisco, California New York, New York Editor: Pleasant Carson, Jr. Our National Family 201 Ashby Street N.W. В Sepia В Box 2255 Atlanta, Ga. 30314 Fort Worth, Texas 76102 <u>Pan-African</u> Journal R 51 Riverside Avenue Soulbook В Box 1097 Westport, Conn. 06880 Berkeley, California 94701 Phat Mama "Her Black Mind" C 503 W. 121st. Street Soul Confessions
Good Publishing Co. New York, New York В 1220 Harding Street Phylon 223 Chestnut Street S.W. Fort Worth, Texas 76102 Editor: Edna Turner Atlanta, Ga. Soul Illustrated В Α 271 Melrose Avenue National Insurance Associ-Los Angelas, Calif. 90046 2400 S. Michigan Avenue Chicago, Ill. 60616 <u>Spelman</u> <u>Messenger</u> В 665 Ella Street S.W. Atlanta, Ga. <u>Proud</u> <u>Black</u> <u>Images</u> Ohio State University В St. Augustine's Messenger A Columbus, Ohio (now Divine Word Messenger, Editor: Garfield A. Jackson formerly: Colored Missions, St. Augustine's Colored Quarterly Review of Higher Cathclic Messenger Education Bay St. Louis, Mississippi Johnson C. Smith University Durham, North Carolina



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	Star of Zion P.O. Box 1047 Charlotte, North Carolina	В	The Broadcaster A. & I. State University Nashville, Tennessee	D
	Studies in Black Literature Department of English Mary Washington College Fredericksburg, Va. 22401	A	The Center Interdenominational Theological Center Atlanta, Ga.	В
٦.	Tan 1820 South Michigan Avenue Chicago, Illinois 60616	B ❖	The Claverite Knights of Peter Claver 1821 Orleans Avenue New Orleans, La. 70116	В
	The African Scholar African Academy of Political and Social Science Box 6555 Washington, D. C. 20009	В	The Delta, Monthly Journal, The Delta Newsletter Delta Sigma Theta, Inc. 1814 M. Street N.W. Washington, D.C. 20036	Α
	The Black Arts Magazine 401 East Adams Street Detroit, Michigan 48226	С	The <u>Digest</u> Southern University Baton Rouge, La.	В
	The Black Buyer Bulletin Resource Management Corporation	С	The Faith Box 27 566 La Guardia Place New York, New York 10012	В
	Black Buyer Survey 7315 Wisconsin Avenue Bethesda, Maryland 20014		The Forum, Bulletin of the Pan African Congress Box 551-A	В
	The Black Collegian 3217 Melpomene Street	A	Detroit, Michigan 48232	•
	New Orleans, La. 70125 Editors: N.R. Davidson and Val Ferinand		The Foundation 9 McDonouth Boulevard Atlanta, Ga.	В
	The Black Cultural Weekly 433 West 21st. Street New York, New York	С	The Gold Torch Central State College Wilberforce, Ohio	В
	The Black Scholar Box 31245 San Francisco, California	В	The Herald Texas Southern University 3201 Wheeler Avenue Houston, Texas	В
	The Bluefieldian West Virginia State Colleg Bluefield, West Virginia	B e	•	



The Journal of Negro Education Howard University Press	<b>А</b>	Third World 1320 Vermont Avenue N.W. Washington, D.C.	В
Howard University Washington, D.C. 20001 Editor: Walter G. Daniel		Travel News 4019 S. Vincennes Chicago, Illinois 60653	A
The Lamp Florida Memorial College 15800 N.W. 42nd. Avenue Miami, Florida 33054	В	Umbra Box 374 Peter Stuyvesant Station	В
The Maroon Tiger Morehouse College 113 Graves Hall Atlanta, Georgia	В	New York, New York 10009  Umoja Black Concern and the College Achievement Program	В
The Message Magazine 2119 24th. Avenue, N.	В	Wagner College Staten Island, N.Y.	
Nashville, Tennessee  The Negro Traveler and		Union Review 523 Second Avenue N. Nashville, Tennessee	В
Conventioneer 8034 S. Prairie Avenue Chicago, Illinois 60619	В	Urban West 593 Market Street	В
The Pyramid	В	San Francisco, California	_
1116 Rhode Island Avenue Washington, D.C.		Voice of Missions 112 West 120th. Street New York, New York	В
The Register A. & T. College Greensboro, North Carolina	F	Wakra Box 404	В
	В	Presidental Center Station Boston, Mass. 02199	
Nashville, Tennessee	•	Watoto Wazuri Box 7762	A
The Review of Black Politic Economy 112 W. 120th. Street	B B	Philadelphia, Pa. 19101 Watu	Α
New York, New York		Cornell University Ithica, New York	••
The Sphinx Alpha Phi Alpha 4432 S. Parkway Chicago, Illinois 60655	В	Westchester County Press Hastings-on-Hudson New York, New York 10706	F
The Voice 200 West 135th. Street New York, New York	В	-	



#### List no. 2

Abdemelch and Debbora (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: "Negro Newspapers and
Periodicals in the United States:
1939," Negro Statistical
Bulletin No. 1, Department of
Commerce, Bureau of the Census,
Washington, D.C., April 1940.
Census 1939

Adolph's Beauty Briefs (bus.)

330 North 55th. Street
Philadelphia, Pa.
Source: "Negro Newspapers and
Periodicals in the United States:
1945," Negro Statistical
Bulletin No. 1, Department of
Commerce, Washington, D.C.
August 29, 1946.
Census 1945

Adult Quarterly (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Advance (frat. semi-mo.)
Centre Avenue Branch Y.M.C.A.
2621 Centre Avenue
Pittsburgh, Pennsylvania
Source: Census 1939

Advanced (Sunday School Quarterly)
523 South Avenue, N.
Nashville, Tennessee
Source: "Negro Newspapers and
Periodicals in the United States:
1943," Negro Statistical Bulletin
No. 1, Department of Commerce,
Bureau of the Census, Washington,
D.C., August 1944. Census 1943

Aframerican Women's Journal 1318 Vermont Avenue, N.W. Washington, D.C. Source: Census 1945

Alumnus (alumni qu.) 223 Chestnut Street, S.W. Atlanta, Ga. Source: <u>Census</u> 1945

American Musician
Philadelphia, Pa.
Source: Detweiler, Frederick.
The Negro Press in the
United States (College Park,
1968), 127-128

Apex News (gen. qu.) 1726 Arctic Avenue Atlantic City, N.J. Source: Census 1939

Arts Quarterly (educ. qu.)
Dillard University
New Orleans, La.
Source: Census 1939

Atlantic Life Weekly Report (bus. wkly.)
Atlantic Life Insurance Co. 148 Auburn Avenue Atlanta, Ga.
Source: Census 1939

Beauticians Digest (bus qu.) 219 East Humboldt Street Fort Worth, Texas Source: Census 1945

Beauty Mart (pictorial qu.) 801 Bryn Mawr Road Pittsburgh, Pa. Source: Census 1939

Beginner (Sunday School Quarterly)
523 South Avenue, N.
Nashville, Tennessee
Source: Census 1943

Belmeadian (edu.)
Rock Castle, Va.
Source: Census 1945



Bible Band Topics (rel. qu.) 130 Madison Street Jackson, Tennessee Source: Census 1945

Black and White (edu.)
685 Greensferry Avenue, S.W. Atlanta, Ga.
Source: Census 1945

Boule Journal
Organ of Sigma Pi Phi
Philadelphia, Pa.
Source: Clark, Kenneth.
Dark Ghetto (New York, 1965),

Broadcaster (ed. qu.) A. and I. State College Nashville, Tennessee Source: Census 1945

Bronzeville Magazine
418 East 47th. Street
Chicago, Illinois
Source: Census 1945

Brown American (industrial qu.)
716 South Nineteenth Street
Philadelphia, Pa.
Source: Census 1945

Bulletin (coll.)
A. and I. State College
Nashville, Tennessee
Source: Census 1945

Bulletin of the National Dental Association (prof. qu.)
P.O.Box 204
Manassas, Va.
Source: Census 1945

Campus Life
P.O.Box 2137
Greensboro, North Carolina
Source: Census 1945

Campus Mirror (coll.)
665 Ella Street, S.W.
Atlanta, Ga.
Source: Census 1945

Cedar Y.M.C.A. Informer (edu. wkly.) 7615 Cedar Avenue Cleveland, Ohio Source: Census 1943

Central Christian Advocate
631 Baronne Street
New Orleans, Louisiana
Source: Census 1945

<u>Challenge</u> New York, New York Source: Detweiler, 129

Christian Index
109 Shannon Street
Jackson, Tennessee
Source: The Negro Almanac, 842

Christian Plea (rel.) P.O.Box 445 Nashville, Tennessee Source: Census 1945

Child Play (edu. bi-mo.) 4019 Vincennes Avenue Chicago, Illinois Source: Census 1945

C.I.A.A.Bulletin (atnl. ann.)
Box 455
Lawrenceville, Va.
Source: Census 1943

Color 1032 Bridge Road Charleston, West Virginia

Colored Harvest (rel. bi-mo.)
1130 North Calvert Street
Baltimore, Md.
Source: Census 1945

Colored Morticians Bulletin
(bus.)
250 Auburn Avenue, N.W.
Atlanta, Ga.

Commercial Journal and Business Men's Bulletin Chicago, Illinois Source: Detweiler, 127



<u>Competitor</u>

(no address given)
Source: Detweiler 129

Co-Operation (frat.)
(Formerly National Fraternal Review)
F. and A.M.Illinois & Associated Clubs
3506 Indiana Avenue
Chicago, Illinois
Source: Census 1939

Cradle Roll Director (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Crusader New York

Source: Detweiler, 129

Cumberland Flag (rel.)
630 East Matthews Street
Union City, Tennessee
Source: Census 1943

Detroit Civic Rights Bulletin (educ.) 3762 Seyburn Avenue Detroit, Michigan Source: Census 1939

Downington Bulletin (edu. mo. -9 mos. yr.)
Industrial School
Downington, Pa.
Source: Census 1943

Eastern Index 1622 Henvis Street Philadelphia, Pa. Source: Census 1939

Encore (music magazine)
Cambridge, Massachusetts
Source: Detweiler, 127

Enterprise, Bulletin of Negro Business (bus.) 162 Decatur Street Brooklyn, New York Source: Census 1945

<u>Fenton Johnson's Favorite</u>
<u>Magazine</u>
(no address given)
Source: Detweiler 128

Fisk Herald (coll.)
Fisk University
Nashville, Tennessee
Source: Census 1945

Fisk News (alumni four times a year)
Fisk University
Nashville, Tennessee
Source: Census 1945

Football Forecast (sport ann.)
P.O. Box 2197
Atlanta; Ga.
Source: Census 1939

Foundation (rel. qu.)
Gammon Theological Seminary
Atlanta, Ga.
Source: Census 1945

Free Lance
6005 Grand Avenue
Cleveland, Ohio 44104
Editors: Caspar L. Jordan
and Russell Atkins
Source: Black World,
December 1971, 50

Gazetteer and Guide (gen. qu.)
413 West 147th. Street
New York, New York
Source: Census 1945

Georgia Herald (coll. qu.)
Georgia State College
Industrial College, Ca.
Source: Census 1945



Golden Hour Digest 1504 Sixth Avenue, N. Birmingham, Alabama Source: Census 1945

Greater Boston Trade
Association News Letter (bus.)
Greater Boston Negro Trade
Association
97 Camden Street
Boston, Massachusetts
Source: Census 1939

Half-Century
(no address given)
Source: Detweiler 129

Harlem Block News (bus.)
Mid-Harlem Business Association
205 W. 135th. Street
New York, New York
Source: Census 1939

Harlem Digest (edu.) 303 West 125th. Stree New York, New York Source: Census 1945

Harlem Jazz (musical) 143 W. 125th. Street Suite 16 New York, New York Source: Census 1939

Headlines
(no address given)
Source: Franklin, John.
From Slavery to Freedom
(New York, 1969) 563

Headlines and Pictures (gen.)
3522 State Street
Chicago, Illinois
Source: Census 1945

Holy Cross Church News
(rel. qu.)

Holy Cross Episcopal Church
2601 Centre Avenue
Pittsburgh, Pa.
Source: Census 1939

Home Department Quarterly (rel. qu.)
Sunday School Publishing
Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Home Study Course Magazine (rel. qu.)
National Baptist Publishing Board
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1939

Hope (1e1.)
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1943

Howard Medical News
Alumni School of Medicine
2376 Seventh Avenue
New York, New York
Source: Census 1939

I'm Black! What's Happening?
New York, New York
Source: Look; Jan. 7, 1969,
12-13

<u>Informer</u> (social service bi-monthly) 1300 Fifth Avenue Pittsburgh, Pennsylvania Source: <u>Census</u> 1945

Intermediate (Sunday School Quarterly)
523 Second Avenue N. Nashville, Tennessee

Interracial Review (rel.)
Catholic Interracial
Council
20 Vesey Street
New York, New York
Source: Census 1939

<u>Iota Phi Lambda Journal</u> 539 Florida Avenue, N.W. Washington, D.C.

Source: Census 1939

Journal of Science (ed. four times a year) 223 Chestnut Street, S.W. Atlanta, Ga. .Source: <u>Census</u> 1945

Journal of the National Association of College Women (ed. three times a year) 2645 15th Street, N.W. Washington, D.C.

Junior (Sunday School Quarterly) 523 Second Avenue, N. Nashville, Tennessee

Source: Census 1943

Sourcé: <u>Census</u> 1939

Junior B.Y.P.U. (rel. qu.) 523 Second Avenue, N.

Nashville, Tennessee Source: Census 1943

<u>Junior Quarterly</u> Sunday School Publishing Board Message (rel.) Fourth Avenue at Cedar Street Nashville, Tennessee Source: Census 1939

Kentucky Negro Education Association Journal (ed. four times a year) 2230 West Chestnut Street Louisville, Kentucky Source: Census 1945

Kodesh Herald (rel.) Kodesh Church of Immanuel 1509 S. Street, N.W. Washington, D.C. Source: Census 1939

Krinon (frat. ann ) 409 Edgecomb - Avenue New York, Ne York Source: Census 1945

Source: Census 1945

Le Moynite (coll. three times a year) Le Moyne College Memphis, Tennessee

Lincoln Log (ed. ann.) Lincoln Institute of Kentucky Lincoln Ridge, Kentucky Source: Census 1939

Lott Carey Herald (rel.) 1501 Eleventh Street, N.W. Washington, D.C. Source: <u>Census</u> 1**94**5

Master Musician Philadelphia, Pa. Source: Detweiler 127

Mentor (coll.) Clark College Atlanta, Ga. Source: Census 1939

Metoka and Galeda (Sunday School Quarterly) 523 Second Avenue Nashville, Tennessee Source: Census 1943

2119 24th. Street Nashville, Ternessee Source: Census 1945

Method (no address given) Source: Detweiler 127

Mission Herald (rel. bi-mo.) 701 South 19th. Street Philadelphia, Pa. Source: Census 1945

Monthly Summary of Events and Trends in Race Relations Social Science Institute Fisk University Nashville, Tennessee Source: Census 1945

Morehouse Alumnus (ed. qu.) Morehouse College Atlanta, Ga. Source: Census 1039

Music and Poetry Chicago, Illinois Source Detweiler 127

National Sosper Digest (rel. qu.) 419 Fourth Avenue, N. Suite 210 Nashville, Tennessee Source: Census 1939

National Negro Business
League
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

National Negro Health
News (health qu.)
U.S. Public Health Service
Bethesda Station
Washington, D.C.
Source: Census 1945

National Negro Insurance
Association Service
Bulletin (bus. qu.)
National Negro Insurance
Association
214 Clay Street
Richmond, Va.
Source: Census 1939

National Negro Printer and Publisher (bus.)
422 South Front Street Hamilton, Ohio Source: Census 1943

National News Bulletin (ed. qu.)
National Association of Colored Gradua: Nurses
50 West 50th. Street
New York, New York
Source: Census 1939

Negro (gen.) 4405 Enright Avenue St. Louis, Missouri Source: Census 1945 Nogro Business (bus. qu.) Tuskegee Institute Tuskegee, Alabama Source: Census 1939

Negro College Quarterly (ed. qu.)
Central State College
Wilberforce, Ohio
Census 1945

Negro Musician
Washington, D.C.
Source: Detweiler 127

Negro Outlook
Memphis, Tennessee
Editor: M.V. Link
Source: Detweiler 129

Negro Schoo News (edu.)
P.O. Box 445
Nashville, Tennessee
Tource: Census 1945

Negro Traveler (ed.)
6314 Cottage Grove Street
Chicago, Illinois
Source: Census 1945

Negro Worker (ed.) Box 278 Tuskegee Institute Tuskegee, Alabama Source: Census 1945

New Advance (rel.)
Box 888
Chatanooga, Tennessee
Source: Census 1943

New Sign (frat. wkly.) 180 West 135th. Street New York, New York Source: Census 1945

New Vistas Magazine 366 East 47th. Street Chicago, Illinois Source: Census 1945



News Illustrated
203 West 138th. Street
New York, New York
Source: The Negro Almanac
844

Nite Life (adv. wkly.) 2004 Georgia Avenue, N.W. Washington, D.C. Source: <u>Census</u> 1943

Omega Bulletin (coll.)
388 Beale Avenue
Memphis, Tennessee
Source: Census 1945

Opinion (ger.) 1205 Missouri Avenue Fort Worth, Texas Source: Census 1945

Oracle (frat. qu.) 388 Beale Avenue Memphis, Tennessee Source: <u>Census</u> 1945

Pacific Northwest
Bulletin (gen. tw. mo.)
932 Commerce Street
Tacoma, Washington
Source: Census 1945

PEP (trade)
School of Journalism
Lincoln University
Jefferson City, Mo.
Source: Census 1945

Pharmaceutical Briefs
College of Pharmacy
Howard University
Washington, D.C.
Source: Census 1989

Phase II
Journal of Black Art
Renaissance
Berkeley, California
Editor: Sarah Fabio
Source: Black World,
December 1971, 79

Philadelphia Informer (gen.) 1644 South Street Philadelphia, Pa. Source: Census 1945

Pilgrim's Progress (bus. wkly.) 1143 Gwinnett Street Augusta, Ga. Source: <u>Census</u> 1945

Political Digest (pol. five
mos. year)
24 North 59th. Street
Philadelphia, Pa.
Source: Census 1945

Postal Alliance (labor) 3762 Seyburn Street Detroit, Michigan Source: Census 1945

Prayer Meeting Builder (gen. 41.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Primary (Sunday School Quarterly)
Sunday School Publishing Board
Fourth Avenue at Cedar
Nashville, Tennessee
Source: Census 1939

Primary (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Progress Record (ed. qu.)
214 East Clay Street
Richmond, Va.
Source: Census 1945

Progressive Consumer Magazine 2529 Georgia Avenue, N.W. Washington, D.C. Source: Census 1939

Promoter
New York, New York
Source: Detweiler 129



<u>Pullman</u> <u>Porters' Review</u> (no address given)
Source: Detweiler 127

Responsibility (ed. tw. yr.) 142 Quincy Street Brooklyn, New York Source: <u>Census</u> 1945

Rhythm (quarterly)
African Expression, Inc.
859 W. Hunter, N.W.
Atlanta, Ga.
Source: Black World,
December 1971,

Rural Messenger (no address given)
Source: Detweiler 126-127

Scope
Organ of Jack and Jill of
America, Inc.
579 Waterford Road, N.W.
Atlanta, Ga. 30318

Senior (Sunday School Quarterly) (rel. qu.) 523 Second Avenue, N. Nashville, Tennessee Source: Census 1943

Senior B.Y.P.U. (rel. qu.) 523 Second Avenue, N. Nashville, Tennessee Source: Census 1943

Service (edu.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1945

Silhouette Pictorial Magazine
655 N. Broadway
Los Angeles, California
Source: Census 1939

Southside Amusement and Choppers Cuide (bus.)
6306 Rhodes Avenue
Chicago, Illinois
Source: Census 19?9

Southwestern Journal (ed. qu.)
Langston University
Langston, Oklahoma
Source: Census 1945

Spelman Messenger (coll. qu.) 665 Ella Street, S.W. Atlanta, Ga. Source: Census 1945

Spotlighter (gen.) 2370 Seventh Avenue New York, New York Source: Census 1945

Standard (coll.)
Prairie View University
Prairie View, Texas
Source: Census 1945

St. Luke Fraternal Bulletin 900-2-4 St. James Street Richmond, Va. Source: Census 1945

Star of Hope
National Baptist Convention
U.S.A. Women's Department
412 Fourth Avenue, N.
Nashville, Tennessee
Source: Census 1939

Sunday School Informer (rel.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Sunday School Teacher (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar
Nashville, Tennessee
Source: Census 1939

Sunday School Literature (rel.) 1958 N. Sixth Streat Kansas City, Kansas Source: Census 1939 Sunshine Band Topics
Church of God in Christ
4742 S. State Street
Chicago, Illinois
Source: Census 1939

Talladega Student
(coll. five times a year)
Talladega College
Talladega, Alabama
Source: Census 1945

Teacher (rel. qu.)
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1943

Technigrams (scientific)

National Technical Association Dover, Delaware
West Virginia State College Source: The Negronstitute, West Virginia
Source: Census 1939

The Maroon Tige

The Advocate (coll. bi-mo.)
Bethume-Cookman College
Daytona Beach, Florida
Source: Census 1939

The Archon (frat. ann.)
Zeta Phi Beta Sorority
122 East Leigh Street
Richmond, Va.
Source: Census 1939

The American Negro Mind
(Formerly National Negro
Mind)
419 Fourth Avenue, N.
Suite 210
Nashville, Tennessee
Source: Census 1939

The Black Man Vicksburg, Mississippi Source: Detweiler 129

The Black Position
Gwendolyn Brook's semi-annual
magazine
Source: Black World, Dec. 1971,

The Brown American (ed.)
1519 Lombard Street
Philadelphia, Pennsylvania
Source: Census 1939

The Colored Churchman (rel.)
923 Gaines Street
Little Rock, Arkansas
Source: Census 1939

The Crescent (frat. qu.)
Phi Beta Sigma Fraternity
401 Edgecombe Avenue
New York, New York
Source: Census 1939

The Hornet
State Teachers College
Dover, Delaware
Source: The Negro Almanac 842

The Maroon Tiger (coll.)
Delta Phi Delta National
Inter-Collegiate Honorary
Journalistic Society
Morehouse College
Atlanta, Ga.
Source: Census 1939

The Mask
5784 Venice Boulevard
Los Angeles, California

The Mechanical News (ed. coll.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

The Message Magazine (rel. bi-mo.)
2119 24th. Avenue, N.
Nashville, Tennessee
Source: Census 1939

The National Educational
Outlook Among Negroes (ed. bi-mo.),
1210 Lamont Street, N.W.
Washington, D.C.
Source: Census 1943

The Negro Actor (thear. qu.) The Negro Actors Guild of America, Inc. 1674 Broadway New York, New York Source: Census 1939

The Negro American, Club 1708 Beechwood Street Philadelphia, Pa. Source: Census 1939

The Negro Journal of Religion Wilberforce University Wilberforce, Ohio Source: Census 1939

The Negro Writer (trade) Negro Writers Guild 1137 Atcheson Street Columbus, Ohio Source: Census 1939

The New Advance (rel. semi-mo.) Source: Census 1939 Board of National Missions Presbyterian Church 621 Carmel Street Charlotte, North Carolina Source: Census 1939

The Paineite (coll.) Paine College Augusta, Ga. Source: Census 1939

The New Voice (rel.) The Federated Colored Catholics 1727 13th. Street, N.W. Washington, D.C. Source: Census 1943

The Protector 4019 S. Vincennes Avenue Chicago, Ill. 60653 Editor: Alice Browning Source: Black Writers' News, Dec. 1971- Jan. 1972, n.p.

The Railroad News (gen.) Railroad Employees of America and Canada 6306 Rhodes Avenue Chicago, Illi. Source: Census 1939

The Royal Messenger (frat.) and Fraternal Magazine (frat.) Supreme Royal Circle of Friends 3517 Indiana Avenue Chicago, Illinois Source: Census 1939

> The Sphinx Magazine (frat. qu.) Alpha Phi Alpha 390 ½ Beale Street Memphis, Tennessee Source: Census 1939

The State P.T.A. Bulletin (ed. three times year) Missouri Congress of Colored Parents and Teachers Bunceton, Missouri

The Stylus (coll. ann.) The Stylus Club Howard University Washington, D.C. Source: Census 1939

The Women's Voice (pol.) 609 F. Street, N.W. Washington, D.C. Census 1939

The Woodmen Banner (frat. qu.) The Supreme Camp of the American Woodmen 2130 Downing Street Denver, Colorado Source: Census 1939

Trade Association News (bus.) 80 Humboldt Avenue Boston, Massachusetts Source: Census 1945



Twinkle Magazine (rcl.)
1934 Annette Street
New Orleans, La.
Source: Census 1945

Up the Hill Organ of Jack and Jill of America, Inc. 1407 Nun Street Wilmington, N.C. 28401

Virginia Statesman
Virginia State College
Petersburg, Va.
Source: The Negro Almanac 834

Virginia Teachers' Bulletin (ed. qu.) Virginia State Teachers Association Hampton Institute Hampton, Va. Source: Census 1945

Virginia Union Bulletin (coll. six times a year) Virginia Union University Richmond, Va. Source: Census 1945

Washington Gaily News (theat. weekly)
1215 You Street, N.W. Washington, D.C.
Census 1939

Whetstone (bus. qu.)
114 Parrish Street
Durham, North Carolina
Source: Census 1945

Weekly Bulletin (bus. wkly.) Virginia Mutual Benefit Life Insurance 214 East Clay Street Richmond, Va. Source: Census 1939

Wiley Reporter (ed. qu.)
Wiley College
Marshall, Texas
Source: Census 1943

World's Messenger (true stories)
1200 East Tenth Street
Fort Worth, Texas
Source: Census 1945

Woman's National Magazine (ed.) 4557 Michigan Avenue Chicago, Illinois Source: Census 1939

Y'er (gen.)
(Formerly The Advance)
2621 Centre Avenue
Pittsburgh, Pennsylvania
Source: Census 1945

Young People's Willing Worker (rel. qu.)
5617 West Girard Avenue Philadelphia, Pa.
Source: Census 1943

Zip Magazine
4019 S. Vincennes Avenue
Chicago, Illinois 60653
Source: Black Writers' News,
December 1971-January 1972, n.p.



#### List no. 3

Magazine titles with incomplete data concerning place of publication, publication status, etc.

Beauty Trade Missionary Magazine

<u>Black Beauty</u> <u>Negro Braille Magazine</u>

Black Business Digest Negro Educational Review

Black Man Negro Labor News

Bronze Confessions Negro Musician

Colored Citizen Negro Quarterly

Contact New Negro Business and

Financial Journal

Copper Romance
New Negro Traveler and

Our Colored Missions

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#### List no. 4

#### Out of Print \*

Advance Monthly 157 Waldo Street Providence, Rhode Island

African Methodist Episcopal Church Magazine (quarterly) Vol. I. Nos. 1-5, September 1841--December 1842 at Yale University

Anglo-African
Founded in 1859 by Thomas
Hamilton
Brooklyn, New York
Vol. I Reprinted by Arno
Press and The New York Times,
New York, 1968

Body and Soul 2851 Anode Lane Dallas, Texas

#### Bronze World

Colored American Magazine
Colored Co-Operative
Printing Company
Boston and New York
1900-1909

Douglass' Monthly Rochester, New York 1858-1863 Microfilm copy in Schomburg Collection of New York Public Library

Ebony International Johrson Publication Chicago, Illinois

Fraternal Advocate Chicago, Illinois

Heebie Jeebies
Chicago, Illinois
Editor: P.L. Prattis

Howard's Negro American Harrisburg, Pa: Editor: H.J. Howard

Hue
Johnson Publication
Chicago, Illinois

Lincoln Journalism Newsletter Lincoln University Jefferson City, Mo.

Monitor (frat. qu.) 413 East Ninth Street Fort Worth, Texas

Mirror of Freedom New York

Mirror of Libe ty
New York, New York
August 1838, January 1839
available at New York Historical
Society

National News Bulletin (ed. qu.) 1790 Broadway New York, New York

National Reformer
Philadelphia, Pa.
1838
William Whipper, editor.
Organ was financed by the
American Moral Reform Society

## Negro Romance

\* Out of print according to the literature and indications on returned questionnaires.



Our Women and Children Louisville, Kentucky 1888 Editor: William Simmons

Railroad Review (gen.)
417 East 47th. Street
Chicago, Illinois

The Afro-American Budget
Evanston, Illinois
1889
Editor: J.S.Woods

The Broadcaster
A. & I. State University
Nashville, Tennessee

The Horizon: A Journal of the Color Line
Washington, D.C.
Editor: W.E.B. DuBois

The Voice of the Negro:
An Illustrated Monthly
Magazine
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# Circulation

Circulation figures	Number of magazines
0-1,000	8
1,001-5,000	7
5,001-10,000	5
10,001-15,000	3
15,001-20,000	2
20,001-25,000	Э
25,001-30,000	0
30,001-35,000	0
35,001-40,000	0
40,001-45,000	, 0
45,001-50,000	1
55,001-60,000	0
60,001-65,000	0
65,001-70,000	1
70,001-75,000	0
75,001-80,000	0
80,001-85,000	, 0 ,
85,001-90,000	0 · 💃
90,001-95,000	0
95,001-100,000	2
Over 100,000	3
Over 1,000,000	2
Unknown circulation	6



# Year of founding:

Year	Total 10 yr.		Yearly total
1070	•	1971	2
1970	9	1970	7
1960-69	14	1969 1968 1967 1961	3 7 2 2
1950-59	3	1957 1955 1950	1 1 1
1940-49	6	1948 1945 1944 1943 1942 1940	1 1 1 1 1
1930+39		1933 1932 1931	1 1 1
1920-29	0		0
1910-19	2	1916	2
1900-09	0		0
1890-99	0		0
1880-89	1	1883	1



How often published.					
Weekly	2				
Monthly	10				
Bi-monthly	5				
Quarterly	11				
Annually	2				
Semi-annually	3	-			
Other:					
Two issues only	1				
Three times/yr.	2				
Once school yr.	1				
Irregular	1				
Quarterly, if possible	, 1				
Unknown	1				
Method of printing.					
Letterpress	11				
Offset	22				
Rotogravure	0				
Mimeograph	0				
Other:					
Offset and Letterpress	1				
Offset and Mimeograph	1				

Unknown



5

# Method of circulation.

(a) Rated:

	Mail		#1	7
	Newsst	and	#2	2
(b)	Mail_chec	ced (x)	only	13
(c)	Newsstand	checke	d (x) only	1
(d)	Mail and	newssta	nd checked (x)	8
(e)	Both check	ced (x)	mail, newsstand a	nd 4
Comm	ent <b>s</b> under	"other	н	
	(1) g	ive awa	у .	2
	(2) b	ook and	candy store	1
•	• •	onferen	ces, meetings, exp	os, 1
(f)	Mail chec	ced (x)	and other	2
Comm	ent under	"other"	' -	
	· (1) b	oo <b>k s</b> to	res and libraries	1
(g)	Rated and	others		2
	b	_	p, contribution, s and hand tion	1
(h)	Other onl	y (camp	ous sales)	1
/i\	Unknown			3



# Size of Magazines

Calculations based on available copies.

\* indicates that the magazine was obtained from newsstand, personal subscription or gift. All others are complimentary copies of the publication.

African Opinion		81/2	x	11
Beau-Cocoa		5 <sup>1</sup> ⁄ <sub>2</sub>	x	8½
Black America*	/	81/4	x	114
Black Communicator	<i>,</i>	8½	x	11
Black Creation*	1	8½	x	11
Black <u>Is</u> *	,	81/4	x	114
Black News*	,	8½	x	10 3/4
Black News Digest		8	x	101/2
Black Stars*		8½	x	11
Black Theatre		81/4	x	10 3/4
Black Voices*		8½	x	11
Black World	!	5 <sup>1</sup> 4	x	71/4
Body and Soul	•	9	x	12
Bronze Thrills*		8½	x	10 3/4
Ebony		10	x	13
Epic*	•	8½	x	11
Essence*		8½	x	11
Equal Opportunity		8	x	10 3/4

¥ 12



Focus in Black	8½ x 11
Freedomways	6 x 9
Hep*	8½ x 10 3/4
<pre>Ivy Leaf*</pre>	8½ x 11
Jet*	5½ x 7½ (
Divine Word Messenger January 1949	6 3/4 x 9 3/4
Issues for 1950 through 1971, and March 1927, March 1938	6 x 9
Morehouse College Bulletin	9 x 12
Negro American Literature	8½ x 11
Negro Story &	6 <sup>1</sup> / <sub>4</sub> x 9 <sup>1</sup> / <sub>4</sub>
New Lady	$8\frac{1}{4} \times 10 \ 3/4$
Nomino	8½ x 11
Sepia*	10½ x 13
Soul Confessions*	$8\frac{1}{4} \times 10 \ 3/4$
Soul Illustrated	8½ x 11
Studies in Black Literature	$7\frac{1}{4} \times 10^{\frac{1}{2}}$
Tan*	8½ x 11
TDR/Review	7 x 10
The Atlanta University Bulletin	8½ x 11
The Black Collegian	8½ x 11
The Black Politican	8½ x 11
The Journal of Negro Education	7 x 10



111 <u>e</u>	Cournar	으느	Medio 1113	COLY ,
<u>The</u>	Journal	<u>of</u>	Religious	Thought
<u>The</u>	Rican*	,		

Tuesday at Home\*

<u>Urban West\*</u>

Wakra\*

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